

In This Issue:

President's Column.....	1
Research Feature.....	2
Teaching Feature.....	4
Graduate Student Spotlight.....	7
AAA Notes.....	11
Announcements.....	14
Advertising Policy.....	34

Executive Committee:

President

Sela Sar
University of Illinois
selasar@illinois.edu

President-Elect

Shu-Chuan (Kelly) Chu
DePaul University
SCHU7@depaul.edu

Vice President

Martin Eisend
European University Viadrina
Eisend@europa-uni.de

Secretary

Jing (Taylor) Wen
University of South Carolina
JWEN2@mailbox.sc.edu

Treasurer

Robyn Goodman
University of Florida
rgoodman@jou.ufl.edu

Immediate Past-President

Harsha Gangadharbatla
University of Colorado Boulder
gharsha@colorado.edu

Executive Director

Debbie Treise
University of Florida
dtreise@ufl.edu

Visit the AAA Website at:

<http://www.aaasite.org>

President's Column

President Report

by Sela Sar (University of Illinois at Urbana-Champaign)

Happy Holidays Everyone!

I hope your semester went well and that you have taken some time to relax a little bit before starting to plan your AAA trip to Denver in 2023.

I would like to thank our wonderful Executive Committee (EC) members and our Executive Director for their hard work on planning for the 2023 conference. The members are Harsha Gangadharbatla (Past President), Kelly Shu-Chuan Chu (President-Elect); Martin Eisend (Vice President); Jing Taylor Wen (Secretary); Robyn Goodman (Treasurer) and Debbie Treise (Executive Director). The EC and our past Executive Director (Pat Rose) met in November and have planned a memorable conference for everyone. One of the exciting things about the conference next year is an off-site visit to Meow Wolf. Please check out [the short film Meow Wolf that won a Gold award at Cannes' Lions Film Festival 2022](#). It is pretty cool!!!



Sela Sar

Denver Conference in 2023

Our annual conference will be held between March 23-26, 2023, at *The Curtis Denver Hotel, Denver, Colorado*. There will be two and a half-days of exciting pre-conference sessions: One preconference is titled "*How Advertisers are Shifting their Gender Portrayals in Commercial Communications*". The session will include a mix of academic and professional experts on this topic. The other pre-conference is about helping doctoral students and junior faculty navigate the academic landscape early in their careers. The panelists are a mix of senior and junior professors plus doctoral students from various universities in Europe and North America. Both preconference sessions will be of great interest to all members. Please plan your trip to arrive in Denver on Wednesday so you can attend these pre-conference sessions. Next year's conference will be in person only.

Updates:

The second AAA graduate student symposium was a great success. Thanks to Jameson Hayes, from University of Alabama and his Graduate Student Interest Group members, an all-day symposium was virtually held in September. There were 7 sessions in which 142 graduate students from around the world, and 17 faculty from several universities participated in the symposium. Participants articulated a positive and enriching experience from the symposium. Much thanks to Jameson for organizing this event.

Continued on page 3...

Research Feature

Exploring Digital Disruptions in the Marketing Communications Industry

by Dorit Zimand-Sheiner (Ariel University, Israel)

I started my academic career after spending eleven years in the advertising industry in Israel, mostly in the international department. Now, as a researcher and head of the strategic communication track, I follow the industry from outside. This position has allowed me to initiate research that follows several interesting disruptions in the marketing communications industry. As change is the only constant in our ever-changing world, it is a research subject that continues to evolve, and I find it consistently fascinating, contemporary and rich with new research themes.



Dorit Zimand-Sheiner

The term *disruption* is often used in organization and business management to indicate a radical change in an industry, process, or business strategy. It is well-known that new technologies have generated rapid changes in consumer behavior, resulting in major changes in the marketing ecosystem. Consequently, marketers no longer rely solely on advertising firms to address their communication problems but are increasingly dependent on IT solutions. These processes may also be referred to as *digital disruption*.

Indeed, these are both fascinating and difficult times for the marketing communications industry. From a positive perspective, changes open new opportunities. However, from a negative perspective, major upheavals in the marketing ecosystem have cast the industry into a constant state of flux. Digital disruption to the advertising and PR industries is of considerable interest to both practitioners and researchers since it both challenges and threatens traditional work processes and models.

One of the major disruptions affecting advertising agencies, and specifically their account planning (AP) departments, is digital advertising and big data (Zimand-Sheiner & Earon, 2019). If we look at the history of advertising agencies, research and planning was one of the foundation pillars of the trade, allowing advertising firms to offer data and insights to marketers about their consumers. But now, in the digital age, the availability of data to the marketers themselves makes them question the need for advertising planners and consumer research. Digital advertising has undermined many of the foundations of traditional advertising, along with a demand on the part of marketers for immediate results and a digital strategy – a controversial term in the world of advertising that was appropriated from the world of corporate strategy.

Big data seems to have created the impression that all of the traditional functions of AP can be achieved with computer software and algorithms. As such, AP departments need to re-think their core significance. They need to be repositioned or even redefined, using a technology-based marketing strategy instead of utilizing digital tools mainly for sales-marketing. Further research may follow changes in the methods, tools and models implemented by the AP department, or, perhaps, the fall of the advertising AP department and the rise of strategic consultants.

Disruptions of the digital age have not skipped over the PR agencies. Historically, PR experts were perceived as those with very close relationships with the mass media. Consequently, in the previous century PR media relations became an important force in shaping the news and public opinion. In the current media domain, digital content and social media platforms now shape public opinion with news, fake news, bots and content (often false and misleading), as well as social media influencer communications, forcing PR practitioners to find added-value propositions to maintain their strong (traditional) media relations. To this end, PR agencies

Dorit Zimand-Sheiner Bio:

Dorit Zimand-Sheiner is head of the strategic communication track at the School of Communication at Ariel University, Israel. Dr. Zimand-Sheiner is an expert in persuasive communication. Her research specialization is advertising strategy, social media advertising and the relationship between advertising and society. Her research has appeared in top journals including *Journal of Business Research*, *Public Relations Review*, *Journal of Research in Interactive Marketing*, *Marketing Intelligence & Planning* and *European Journal of International Management*. She received her Ph.D. in Communication, specializing in using myth in advertising (University Paris 8), her MBA specializing in private label brands (Derby University), and her BA in cognitive studies and literature (Tel-Aviv University). Prior to entering academia, Dr. Zimand-Sheiner spent 11 years in managerial positions in advertising agencies.

have opened new departments, such as creative and production, while integrating and adopting new media, AI technologies, social media platforms, and social media influencers as tools in the PR profession.


However, it could be argued that these new practices represent change that is not only tactical but strategic as well, as PR agencies revamp their occupational definitions from public relations to 'communication consultants,' 'strategic consultants' and the like. These changes in definitions made us wonder whether they represent a major shift in PR work or just a 'cosmetic' change, or as we call it, "plain old Bess in a different dress." Our research concluded that PR agencies are changing significantly, not just in their activity definition but also in their structural makeup, as they expand into new areas in marketing communications. It is not 'plain old Bess in a different dress' but rather – to continue the metaphor – PR experts are now 'wearing the hat' of personal strategic advisor to the CEO, replacing the role once filled by the owners of traditional advertising firms and the AP department. It is predicted that PR will become the all-in-one marketing communications agency, which might develop into a new hybrid profession (Zimand-Sheiner & Lahav, 2022).

The third important pillar of disruptions to the marketing communications industry is paid content. Paid content is not a new practice (Zimand-Sheiner & Lahav, 2019), but in the digital age it has received a major boost, expanding from advertising to PR agencies (Lahav & Zimand-Sheiner, 2016). The disruption started when technological innovations allowed TV viewers and internet surfers to avoid advertising content. The loss of ad exposure had troubling implications for the marketing communications industry, which started to produce and pay for content, blurring the lines between entertainment and promotion (Zimand-Sheiner et al., 2020). The shift in consumers' media consumption from traditional media to online content motivated PR practitioners to engage in the promotion of online paid content. Payment to the media for the distribution of PR content completely contradicts the principles of the two-way Symmetric model (Grunig & Hunt, 1984), as well as corrupting the relationships between organizations and their stakeholders, which were based on dialogue leading to mutual understanding. Moreover, it seems that digital paid content was the catalyst for changes in the marketing communications industry resulting in the effacement of boundaries between advertising, paid content and PR.


In conclusion, the abovementioned transformations and changes in the relationship between the practice of advertising, public relations and content marketing should be further investigated, while also considering the validity of existing definitions and models. Furthermore, the proliferation

of paid content, content creators, new social media platforms and apps, virtual environments as well as cultural changes at the macro level of the industry, are all potential themes for further research.

References

- Grunig, J. E., & Hunt, T. (1984). *Managing public relations*. Holt, Rinehart and Winston.
- Lahav, T., & Zimand-Sheiner, D. (2016). Public relations and the practice of paid content: Practical, theoretical propositions and ethical implications. *Public Relations Review*, 42(3), 395–401. <https://doi.org/10.1016/j.pubrev.2016.02.003>
- Zimand-Sheiner, D., & Earon, A. (2019). Disruptions of account planning in the digital age. *Marketing Intelligence and Planning*, 37(2), 126–139. <https://doi.org/10.1108/MIP-04-2018-0115>
- Zimand-Sheiner, D., & Lahav, T. (2019). Israeli media reality vs. consumer attitudes: TV viewers' ethical perceptions and attitudes towards regulation of embedded paid content. *Israel Affairs*, 25(1), 165–184. <https://doi.org/10.1080/13537121.2019.1561176>
- Zimand-Sheiner, D., & Lahav, T. (2022). Plain old Bess in a different dress? Disruptions of public relations in the digital age. *Public Relations Review*, 48(5), 102250. <https://doi.org/10.1016/j.pubrev.2022.102250>
- Zimand-Sheiner, D., Ryan, T., Kip, S. M., & Lahav, T. (2020). Native advertising credibility perceptions and ethical attitudes: An exploratory study among adolescents in the United States, Turkey and Israel. *Journal of Business Research*, 116(April 2018), 608–619. <https://doi.org/10.1016/j.jbusres.2019.06.020> 

Continued from page 1 by Sela Sar.
In Closing

I would like to thank our officers, committee chairs, and committee members who devoted their time and effort for the AAA organization. It is a volunteer organization and I greatly appreciate the time commitments from individuals serving our organization to ensure that the conference will run smoothly. I hope you will join us for this upcoming conference. I am looking forward to seeing everyone in Denver 2023! 

Teaching Feature

Biometric Measures as a Teaching Tool: Helping Advertising Students Learn by Heart...and Skin...and Eyes...and Muscles by Robert F. Potter (Indiana University)

AAA was the first national academic conference I attended, now a quarter-century ago, in St. Louis Missouri. I remember two things about the organization from that early visit. Firstly, the group was extremely close-knit, with almost everyone seeming to not only recognize one another, but *know and* care about each other. The second striking thing was the palpable commitment to improving the classroom experience for undergraduate students. There was an undercurrent of recognition that if we wanted advertising to be ethical, to be aesthetic, to be emotionally moving, and to be effective at addressing both client and societal problems, the place to start was in the undergraduate classroom.



Robert F. Potter

So, given the importance that the association places on teaching, I'm honored to be asked to write this *Teaching Feature*. But before I dive in—a confession: None of what I'm about to talk about I have actually *done*. Well, not really. But wait! Before you move quickly on to the next newsletter article, please let me explain. When it comes to the advertising curriculum at The Media School at Indiana University, I regularly teach the general "Introduction to Advertising" course. It's filled with 125 students most of whom, quite frankly, aren't quite sure that they even want to go into advertising, never mind what area of the field they want to specialize in. Midsized-enrollment, 15-week courses on consumer behavior, campaigns, consumer psychology, and the like are taught by others. Occasionally I do get to treat myself to a small-capped course focusing on psychophysiological measurement, what the industry often refers to as biometrics. This course draws students from

across the school (e.g., those from Communication Science, Journalism, Game Design, Film Production), so I rarely get to *focus* on how biometrics can be harnessed to help advertisers obtain competitive advantage during formative research on their creative. So, what follows is a description of a dream course for me—what I'd teach if I could.

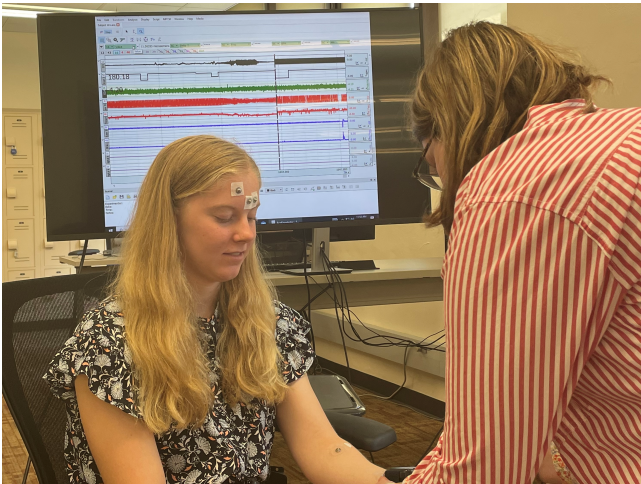
The course would begin by describing for students the basic application of psychophysiology to the world of advertising. Biometrics involves recording the bodily responses of participants representing the target audience while they watch or listen to ad messages. Common measures include tracing how fast the consumer's heart beats, how much their palms sweat, where the eyes fixate on a print or video ad, and even the activation of certain muscles in the face. Aggregations of that data are then used to draw conclusions about concepts that have long been important campaign objectives: engagement, positive affect, interest, situational frustration, problem resolution, etc. These conclusions can be formative, helping the creative team select between different approaches in an A/B testing scenario, or summative after final creative versions are produced. Now I suspect that some students might be reluctant to combine this much 'science' with the art of creative advertising. Many marketers are too. But one thing we all know is that as the financial investment in advertising increases, brands expect greater demonstration of ROI and every competitive advantage is being considered. So, to get students invested in the applicability of what they were learning, I would assign them a short 3–5-page writing task where they become familiar with two neuromarketing companies (e.g., [Affectiva](#), [HCD Research](#), [iMotions](#), [MediaScience](#)) and compare their relative brand positioning.

Then, we would turn to a series of lecture/lab pairings. The goal of the lectures would be to introduce students to the established psychophysiological correlates supported by decades of research:

Robert F. Potter Bio:

Robert F. Potter is the Director of Graduate Studies at Indiana University, Bloomington. He has taught college-level courses in the US and China and conducted seminars on psychophysiological research methods worldwide. His research uses those methods to better understand how elements of media messages automatically capture attention and influence emotional response. Prior to his career in higher education, Potter spent 15 years in the commercial radio industry.


- Deceleration of heart rate indicates increased cognitive engagement with an ad.
- The amount of sweat on the palms of the hand—the origination of a measure called skin conductance—directly correlates with how excited a person is by an ad.
- Activation of small muscles above the eyebrow, the “frown muscles,” can be used to indicate negative emotion—even when not visible to the observing researcher.
- So, too, can activation of the muscles that raise the sides of the mouth when we smile be used to indicate positive emotional response to an ad.
- The exact location where a person’s eye is looking while watching an ad, and the amount of time they spend looking there, can be precisely tracked with modern infrared eye trackers.



The goal of the labs, on the other hand, would be to make the scientific side of advertising as accessible as possible. Because this isn’t a true client situation, A/B testing is usually not possible. So, a repeated measures, within-subjects factorial experiment with simple independent variables (e.g., the use of fear appeal compared to straight demonstration) would be used instead. Students would find examples of the stimuli, design the experiment, and collect sample data on their classmates. Data pre-processing and analysis would be then demonstrated in class so that they could see how conclusions are drawn ‘in the real world.’

This finally would lead into the assignment and discussion of published articles—including those from AAA’s own journals—showing how robust, peer-reviewed research forms the lynchpin of knowledge that guides so many in the field.

Okay, so that’s the dream course I would create. But *you too*

should consider adding an element of biometrics into your courses. The neuromarketing company brand analysis is something you could implement next semester, introducing your students to how these measures are used to inform advertising decision-making while at the same time having them explore how different companies in the same business space brand themselves. And sure, I’m fortunate enough to have several labs filled with biometric equipment. But did you know that Fitbit heartrate data can be downloaded in Excel format? Or that startup companies like [Emotibit](#) now make affordable *and portable* sensors that collect heart rate, skin conductance, and respiration for right around \$500. Your ability to move into the world of biometrics may be easier than you think. I’d be happy to help you. Reach me at rfpotter@iu.edu. 

Newsletter Staff

AAA Newsletter Editor

Joonghwa Lee
University of North Dakota
joonghwa.lee@und.edu

AAA Communication Committee (Newsletter)

Anthony (HoYoung) Ahn (Chair), Pepperdine University

Have Items for the Newsletter?

- Job announcements
- Calls for papers
- Announcements about awards
- Photos for the Photo Gallery
- Names of graduate students to be featured

Send your news items to the Editor, Joonghwa Lee, by **January 15**, at joonghwa.lee@und.edu.



UNIVERSITY OF
GEORGIA

Grady College of Journalism
and Mass Communication
*Department of Advertising
& Public Relations*

Our Commitment to Excellence; Our Commitment to You

Our advertising and public relations Ph.D. program at the University of Georgia's Grady College is designed to prepare students for academic careers in teaching and research, or for professional careers in industry or government.

Students interested in advertising or public relations have the opportunity to learn and apply an array of methodological and theoretical approaches. AdPR faculty collaborate with Ph.D. students on teaching, research studies and scholarship including conference papers and peer-reviewed journal articles. Our AdPR faculty expertise and research includes:

- Advertising and public relations strategies and approaches
- Advertising and persuasive communication
- Information processing and effects
- Advertising and culture
- Brand promotion and management
- Consumer and media psychology
- Crisis, risk and conflict communication
- Diversity, ethics and cross-cultural communication
- Health and science communication
- Interactive, immersive and digital communication
- Misinformation analysis, response and management
- Political and public affairs communication
- Public relations leadership and management
- Public relations history
- Social and digital communication strategies



Did you know?

- Our Ph.D. program was ranked one of the Top 5 programs in the country by PhDs.org.
- Grady's AdPR faculty scholarship was number two in an international assessment that involved 18 peer-reviewed advertising and business journals.
- A Public Relations Review article recognized us as a "Top 3 Most Published Institution" in social media research in PR scholarship between 2010 and 2020.



- Grady.uga.edu/academics/ph-d-degree-program/
- 706-542-7833
- anne.hurne@uga.edu

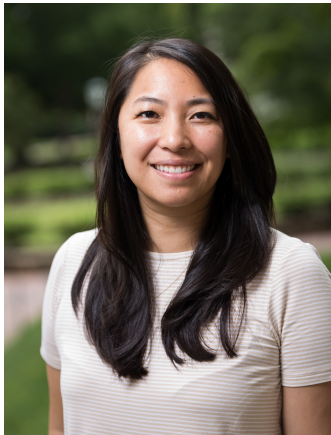


Graduate Student Spotlight

Jessica Shaw (University of North Carolina–Chapel Hill)

At the start of graduate school and even in the months leading up to it, I received a lot of fantastic advice from professors, friends, and especially other students who were nearing the academic finish line.

“Always ask questions.”
“Submit to AAA.” “Join a writing group.” “Only read the abstract and discussion.”
“Make sure you get enough sleep.”



Jessica Shaw

Many of these pointers were instrumental in getting me through my master's and a pandemic. And now, as a first-year PhD student, I would like to add another item to the list: learn how to laugh at yourself. It's a skill I wish I had picked up sooner.

Research shows laughter has a profound physiological, cognitive, and emotional effect on our bodies. It can strengthen heart muscles, releases dopamine, and burns calories. But most importantly, laughter has been known to build personal resilience. In adjusting to a doctoral program, I've found the ability to laugh at myself or laugh at frustrating situations has been crucial in helping me reset and keep moving forward. There's a reason #AcademicTwitter is filled with PhD memes:

In a graduate program, you will fall short. You're here to build expertise. The process of learning and knowledge-building is not linear. It's full of peaks, plateaus, and deep crevices. When I learned to laugh at myself, it became easier to understand that trying and failing – and then trying again – is part of the process.

In a graduate program, you will feel “less than” sometimes. I started my doctoral program thinking that if I

knew about imposter syndrome, I was somehow inoculated against it. Imposter syndrome is a psychological pattern of self-doubt among high-achieving individuals. Resilience, a solution, is found to change internal narratives and perspectives, and humor is found to be directly connected to creating resilience.

In a graduate program, you will get frustrated at both people and projects. Most of the time, you will get frustrated with yourself. My biggest struggle has been accepting that sometimes progress is incremental. It's deeply disappointing to finish hours of work and find your to-do pile the same size. I think the ability to take yourself less seriously can relieve stress and help you connect with others socially.

Naturally, there will be times when humor may not be an appropriate approach. But countless studies have found laughter to greatly help in recovery from stressful situations. A doctoral program can be intellectually, physically, and even emotionally challenging at times. So, whether it's a rejected paper, a late assignment, or burnout – finding the laughter in a situation has allowed me the space to step back and breathe. When I return, I'm back as a stronger student and more resilient researcher. ~~AA~~

Jessica Shaw Bio:

Jessica Shaw (jjshaw@unc.edu) is a PhD student in Media and Communication at the University of North Carolina–Chapel Hill. Her current research interests explore digital privacy and other technology-related issues through the lens of advertising and PR. Jessica earned her MMC in Mass Communication from Louisiana State University and her BS in Journalism and Finance from Syracuse University. Prior to returning to graduate school, Jessica worked as a reporter and later, as a PR and marketing director in various roles.

Yezi Hu (Washington State University)

Has anybody experienced the same political depression as I did in the past three years? Due to the rising US-China geographic tension, these years have been difficult for Chinese students who are studying in the U.S., as we feel stuck between the two major powers.



Yezi Hu

It was not always the case. China's economy boomed as it became part of the globalization. The popularity of "Made in China" always reminds the world of China's identity as the largest manufacturer, but often makes people overlook its another identity as the biggest market. When my generation grew up, we were watching Hollywood movies, listening to Billboard music, and surfing on Facebook and YouTube. When I worked in PR agencies in Shanghai a decade ago, I assisted many global brands to promote in China and witnessed many brands' debuts in the market, such as the opening of the first House of Barbie Shanghai flagship store, the announcement of the first Princess Cruise entering China, and a failed attempt to launch a website that used to be very popular but is currently already dead, Vine. Those brands were not only selling products, but also selling an American lifestyle and western culture. Moreover, they inspired many Chinese local brands to learn from them, and helped the development of many industries in China. Consequently, some of their excellent Chinese students stood out, expanded their businesses to America, and became listed companies in the U.S. to appeal more global investors.

Such a virtuous circle not only existed in business and economy. It also created a friendly environment for academics. Exchange programs and scholars between

Chinese universities and American universities were such a common thing, and it also provided many research opportunities and questions to researchers like me who are interested in international communication and global marketing. Since I used to work as a PR practitioner in global PR agencies and teach PR and advertising at a Chinese college, all of my research interests came from my day-to-day work. How to help Chinese companies better promote themselves in America and vice versa was one of the main drivers for me to change my career path, get a Ph.D. degree, and become a researcher.

Everything changes now. On the one hand, global brands are facing unprecedented pressure in China resulting from the rising nationalism and the government policies. On the other hand, Chinese companies are hesitating to mention their Chinese backgrounds when they promote in the American market to avoid the impact of consumers' negative impressions of the country. When America and China are drifting away and individuals can do nothing about it, I could not stop doubting the meaning of studying the communication and marketing topics between the two countries.

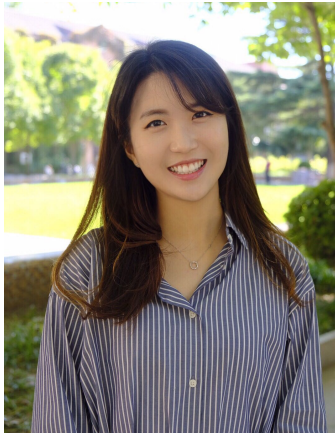
I have struggled under such a political depression for years, and finally I realize different historical stages have different themes. The geo political tension between the two countries is creating more practical challenges for business, but meanwhile it is also generating many questions that are worth asking, problems that are worth solving, and topics that are worth studying. The dispute between the two countries is unlike the last Cold-War, which two societies were almost totally separate, while the economy of the U.S. and the China has been intertwined for 40 years. It is the first time to see the co-existence of the political dispute and economy dependency in human history. Since two countries are still doing business with each other, it brings a new task for advertising practitioners to rebrand themselves among consumers of the other country under **Continued on page 9...**

Yezi Hu Bio:

Yezi Hu is a Ph.D. candidate of Edward R. Murrow College of Communication at Washington State University, and her research interest is country image and international communication. Before attending the Ph.D. program, Ms. Hu worked as a full-time account executive in leading PR agencies, including FleishmanHillard and Burson-Marsteller for three years, helping international brands develop and carry out localized communication plans in China's market, such as Philips, HSBC, JLL, Bordeaux Wine Association, Mattel and so on. Besides, she also worked as a full-time lecturer to teach courses in the advertising department at Huaiyin Normal University China for five years, while freelancing for MSL Groups and some local agencies as a senior consultant or a project leader for promoting Chinese organizations in the global market, such as promoting the MBA program of Fudan University on Facebook and LinkedIn. With rich professional and working experiences in advertising and PR, as well as academic training, Ms. Hu has accumulated a solid understanding of media and advertising on both theoretical and practical levels.

Heijin Lee (Michigan State University)

“What does Diversity, Equity, and Inclusion (DEI) mean to you?” was one of the questions I had during the interview for the Ph.D. program at Michigan State University (MSU). Addressing DEI has become a central issue in many fields of study. Based on my personal experience, I think it begins with having an interest in, learning about, and listening directly to the people of groups I do not belong to.



Heijin Lee

Before joining MSU, I had opportunities to travel around the world and interact with people from various backgrounds. During my undergraduate studies in Korea, I went to Denmark as an exchange student, as I wanted to know what differences made Denmark have the highest press freedom. Although it was only six months, the experience of living and studying in a country with different sociocultural and political backgrounds than my home country significantly broadened my horizons.

After returning to Korea, I applied to an M.A. program in China to investigate how elder people in Chinese rural areas learn and use new internet technologies. The diverse culture of China that I experienced while studying and working was hugely different from the fragmentary aspects of China that I had only encountered in the news, books, and social media. While interacting with my graduate colleagues, coworkers, and Chinese people in rural areas I met, I could break my stereotypes about China and learned not to view other countries or groups through a single lens.

My journey of exploration and listening to others from various backgrounds continued after I came to MSU. During classes, research team meetings, and even conferences, I can listen to different countries or groups' perspectives and share Korean views with others. Based on my personal experience, what I now believe is that working in academia, particularly in

communication fields, is an endless journey of understanding diverse groups of people and working together to make a better society for everyone. AA

Continued from page 8 by Yezi Hu.

the emerging populism. Isn't this era also the best chance for advertising scholars to test classical marketing theories under such a novel and peculiar social context? AA

Have Items for the Newsletter?

- Job announcements
- Calls for papers
- Announcements about awards
- Photos for the Photo Gallery
- Names of graduate students to be featured

Send your news items to the Editor, Joonghwa Lee, by **January 15**, at joonghwa.lee@und.edu.

Heijin Lee Bio:

Heijin Lee is a second-year doctoral student in the Department of Advertising and Public Relations at the Michigan State University. She is currently studying the role of influencer marketing in public diplomacy and intercultural communication. Heijin received her M.A. in Mass Communication at Tsinghua University in China, and her B.A. in Journalism and Chinese Foreign Affairs and Commerce at Hankuk University of Foreign Studies in Korea. Before joining MSU, she worked as a marketer at TikTok and cooperated with government agencies and brands as a social media influencer.

Zimmerman Endowed Professor in Advertising

The Zimmerman School of Advertising & Mass Communications at the University of South Florida invites applications for the Zimmerman Endowed Professor in Advertising, a nine-month, full-time position with a start date of August 7, 2023. Salary is negotiable.

We seek outstanding candidates with records of distinction in advertising who will contribute directly to the mission of the Zimmerman School and enhance the School's undergraduate and graduate programs. The ideal candidate will demonstrate a history of innovative use of advertising strategy, management, and data analytics in academia and/or the advertising industry. We seek an individual with a strong commitment to teaching and mentoring and a demonstrated ability to build relationships with industry partners to help guide curriculum and program development. The successful candidate will have an opportunity to play a leadership role in developing strategic initiatives, including advertising research collaboratives and building a data analytics center.

Minimum Qualifications: The position is open rank. If appointed at the rank of Associate or Full Professor, the successful candidate must have a Ph.D. from an accredited institution in advertising or a closely related field; a clearly defined and active research agenda; and an established reputation as a distinguished advertising scholar. If appointed at the rank of Professor of Practice, the successful candidate must have a Master's degree and distinguished record of accomplishment as a leader in the advertising field. In both cases, the successful candidate must have the ability and qualifications to teach undergraduate and graduate courses and to supervise Master's theses and professional projects.

Preferred Qualifications: Preference will be given to applicants whose academic research focus is on data analytics/computational advertising; or whose professional focus is on strategy, planning, management, and data; the ability to teach advertising strategy and management; and experience teaching at the higher education level in advertising or related fields.

Position is open until filled. Review of applications begins on October 21, 2022.

To apply, please visit employment.usf.edu, search 32206, and click "apply for job." Attach a cover letter, CV, evidence of successful research (academic or professional), teaching philosophy, and provide names and contact information for three references. Please include your experience as it relates to the qualifications stated above. **YOUR COVER LETTER AND CV, PLUS ANY OTHER REQUESTED MATERIAL, MUST BE IN ONE ATTACHMENT.** Only online applications are accepted for this position.

Conclusion of this search is subject to final budget approval. According to Florida Law, applications and meetings regarding them are open to the public. USF is an Equal Opportunity/Equal Access institution. For disability accommodations, contact Camille Rivera at rivera13@usf.edu, a minimum of five working days in advance.

USF is a high-impact, global research university dedicated to student success. For information about USF, please visit our website at www.usf.edu.



AAA Notes

Awards and Honors



Stephen Greyser

Professor Stephen Greyser (Harvard Business School) was awarded an Honorary Doctorate of the University in July by Bradford University (Leeds, UK). He serves on the Advisory Board of the Bradford Business School, where he has a long association.

Grants and Fellowships



Chang-Dae Ham

Dr. Chang-Dae Ham (University of Illinois at Urbana-Champaign) is selected as [James W. Carey Faculty Fellows for 2022-2024](#). The James W. Carey Fund for Faculty Excellence was endowed by Carey's four sons to honor their father's legacy at the field of media studies. The Carey Fund supports research activities of the outstanding faculty in Institute of Communications Research, the world's oldest program for interdisciplinary research and doctoral education in communication and media studies.

Book Releases



Dr. Raymond Frost (Ohio University), Dr. Alexa Fox (University of Akron), and Dr. Terry Daugherty (Indiana State University) have recently published the ninth edition of [eMarketing: Digital Marketing Strategy](#) with Routledge Publishing. The comprehensive book is a core reading for undergraduate students studying digital marketing. The edition is fully updated to include the most cutting-edge trends and topics, case studies detailing best practices, and pedagogical features to aid students in understanding how to execute successful digital marketing campaigns. Instructional support resources include PowerPoint slides and a test bank. ~~AA~~

APA Handbook of Consumer Psychology

EDITOR-IN-CHIEF LYNN R. KAHLE; ASSOCIATE EDITORS TINA M. LOWREY AND JOEL HUBER

The APA Handbook of Consumer Psychology presents a comprehensive survey of the field, including its historical background and critical sources of information in both core and emerging literature. This 33-chapter handbook is designed as a reference that captures up-to-date content on consumer psychology, with insights offered by an outstanding roster of contributors. The handbook provides a starting point for an examination of consumer psychology and ways to move the knowledge forward in this meaningful and vital area of human behavior.

USD \$199.99 | **\$149.25 with promo code APA25** | March 2022 778 pages | Hardcover | ISBN 978-1-4338-3642-8

EXCLUSIVE DISCOUNT

Order online
with promo code **APA25**
to save 25% and enjoy
FREE DOMESTIC SHIPPING.

Bks.APA.org/APA25

The logo for the College of Media Communication and Information (CMCI) features the lowercase letters "cmci" in a bold, black, sans-serif font.

COLLEGE OF MEDIA
COMMUNICATION
AND INFORMATION

APRD Programs

Where the bold study Advertising,
Public Relations and Design



Bachelor of Science in Strategic Communication

This leading edge degree equips students with critical, creative, and strategic thinking skills to generate innovative ideas and solve problems for brands, organizations and issues in a globally networked world. You can elect to focus on advertising strategy, advertising creative, public relations or media design. You will work with real world client organizations and learn from top internationally ranked academic faculty and active industry professionals.

Learn more: colorado.edu/cmci/aprd/bs

Master of Arts in Corporate Communication

Whether you're already engaged in corporate communication or you're a midcareer professional in an allied field—like journalism or marketing—looking to make a shift, the knowledge and skills you gain will ensure you are an effective communicator for government agencies, for-profit corporations or not-for-profit organizations. You can achieve your goals quickly with accelerated 7-week terms taught 100% online.

Learn more: colorado.edu/program/macc

Master of Arts in Strategic Communication

Shaped by collective creativity, fueled by design thinking and focused on innovation, this program transcends the divide between technology and design. This immersive, accelerated program transforms students into design leaders within a single calendar year. Classes offered in CMCI Studio, located in downtown Boulder.

Learn more: colorado.edu/cmci/aprd/ma/stcm

Doctorate in Strategic Communication

APRD's Strategic Communication PhD provides students with rigorous training in the theories and methods that shape contemporary scholarly research in advertising and public relations. Advising faculty have expertise in a wide variety of areas, including (but not limited to) advertising effects, advertising ethics, big data and social media metrics, health communication, immersive media, international communication, persuasion, political communication, public relations, social justice activism, user experience and video games. The curriculum exposes students to empirical, critical and cultural understandings of strategic communication. Develop and pursue a personally designed plan of study tailored to your interests and have the opportunity to teach undergraduate courses while living in the beautiful Denver/Boulder metropolitan area.

Learn more: colorado.edu/cmci/aprd/phd



Advertising, Public Relations and Media Design
UNIVERSITY OF COLORADO BOULDER

Be Boulder.

New books from Melvin & Leigh, Publishers

New!

Strategic Communication Research Methods Workbook

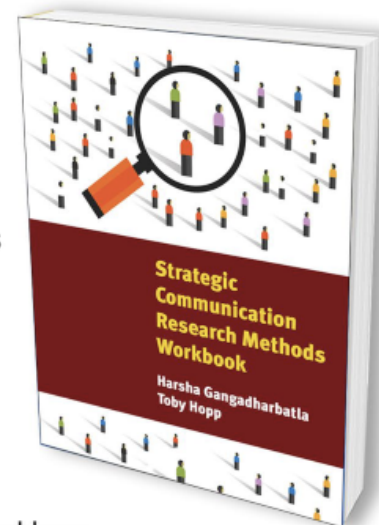
Harsha Gangadharbatla and Toby Hopp

2023. 300 pp. Paper: 978-1-73604024-9 \$59.95

Designed to serve as an alternative (or a companion) to traditional research methods textbooks. Each chapter begins with the basic knowledge that students and professionals in the strategic communication industry must possess—then asks readers to apply this knowledge to real-world research scenarios faced by strategic communication professionals.

Among the *Workbook's* many features:

- It's one of the few research methods books specifically designed for strategic communication (advertising and public relations) students.
- It employs a hands-on, "learning by doing" approach built around the application of research tools and strategies to strategic communication problems.
- It is written in a clear and easy-to-understand manner that is appropriate for intermediate and advanced strategic communication students.
- It addresses both qualitative and quantitative research approaches.
- It includes a useful concluding chapter on presenting research, plus an exceptionally detailed glossary.



New Edition!

Advertising Campaign Planning

Developing an Advertising-Based Marketing Plan

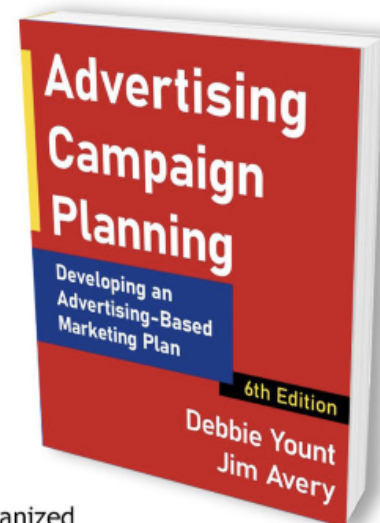
Sixth Edition

Debbie Yount and Jim Avery

2023. 276 pp. Paper: 978-1-73604023-2 \$54.95

This book, long the most widely-adopted text for Strategic Advertising Campaigns classes, offers a fresh "how to" approach for developing fully integrated advertising campaigns. The simple step-by-step practical application gives readers the entire toolbox needed to make a winning campaign and eliminates obstacles and roadblocks that can get in the way of creating great work.

The Sixth Edition has been significantly changed for the ever-changing world of communication with several sections added, others updated, and some reorganized to reflect the "real world" flow of strategic marketing communication campaign development.



Melvin & Leigh, Publishers
IRVINE, CALIFORNIA

To request an examination copy, please contact mgmt@melvinleigh.com and include your name, email address, home address, course title, anticipated enrollment, and your textbook decision date.

www.melvinleigh.com

mgmt@melvinleigh.com

949-878-1317

Announcements (Call for Papers)

***Journal of Interactive Advertising* Special Issue on AI and Social Media Advertising**

Guest Editors

Huan Chen, *University of Florida*

Yang Feng, *University of Florida*

Submission Deadline: December 31, 2022

With the constant advancement and innovation of technology, artificial intelligence (AI) has been widely adopted in the advertising industry and shaped every aspect of the advertising process (Rogers, 2021) such as consumer insight discovery, advertising creation, media planning and buying, and advertising impact evaluation (Qin & Jiang, 2019) with both short-term promotional effects and long-term brand relationships (Li, 2019). Accordingly, the number of academic research on AI and advertising has significantly increased in recent years and covers a variety of topics (Kim, 2021; Li, 2019; Rogers, 2021). Extant research has examined AI's impact on consumer journey (Kietzman et al., 2018), AI's prediction on consumer personality (Shumanov et al., 2021), public conversations on AI (Wu et al., 2021), AI's role in advertising creativity (Chen et al., 2019; Vaskratsas & Wang, 2021), deepfakes and AI-generated ads (Campbell et al., 2021; Kietzmann et al., 2021), woke advertising (Feng et al., 2021), AI and influencer marketing (Feng et al., 2020; Thomas & Fowler, 2021), macro factors influencing AI advertising (Helberger et al., 2020), and methodological and technical issues of AI advertising research (Feng et al., 2019; Hayes et al., 2021; Yun et al., 2020).

A close examination of the current literature on AI and advertising suggests that scholars either examined AI as an enabling technology that brings possibilities and enhances the efficiency and effect of advertising via multiple AI-related technologies or adopted AI as a research tool that complements traditional research methods by uncovering hidden insights from a large scale of data. In order to further advance the conceptualization and theorization of AI advertising as well as promote the methodological development and diversity of AI technology in advertising research, we invite original manuscripts for this upcoming Special Issue Article Collection of the *Journal of Interactive Advertising* (JIA) dedicated to AI and Social Media Advertising.

The proposed special issue article collection focuses on two directions. The first direction examines the role of AI as an enabling technology in social media advertising practices, as well as its promises and perils. Relevant topics and themes for this direction might include, but are not limited to:


- The personalized advertising brought by the recommendation algorithms of social media, and its effectiveness and privacy concerns
- The role of comment ranking algorithms of social media in shaping consumer responses toward social media campaigns
- Consumers' perceptions of chatbots used by brands on social media, and consumer-brand engagement of chatbots-enabled promotions
- The location-based advertising brought by the recommendation algorithms of social media, and its effectiveness and privacy concerns
- Consumers' perceptions of AI-produced advertising compared to human-made advertising
- The effectiveness and efficiency of AI-assisted social media advertising plan

The second direction examines the role of AI as a research tool in social media advertising research, as well as its strengths and weaknesses. Relevant topics and themes for this direction might include, but are not limited to:

- Leverage computer vision and natural language processing to examine the visual and textual content of sponsored social media posts and identify the relationship between visual and textual content and consumers' engagement with sponsored social media posts

- Use natural language processing to monitor consumer responses toward social media campaigns, such as sentiment analysis, topic discovery, etc.
- Leverage computer vision and/or natural language processing to extract creative ideas from user-generated posts in order to create customized brand posts for consumers
- Accuracy of AI-facilitated data analytics applied in social media advertising research
- How and when to use unsupervised vs. supervised machine learning to uncover insights from consumer-generated social media data
- How to integrate and triangulate AI-enabled methods with traditional qualitative and quantitative research methods in the context of social media advertising to generate rigorous and innovative discoveries

Publication Schedule: Accepted articles for this Special Issue Article Collection will be published in JIA's first available regular issue (i.e., rolling publication); the articles will also be added to a Special Issue Article Collection page upon publication, along with an introduction and editorial from the guest editors.

References: Available upon request. Due to the space limitation, the list of cited resources cannot be provided in this announcement. 

Announcements (Call for Papers)

Journal of Advertising **Special Section on Inclusive Advertising for a Better World**

Guest Editors

Giampaolo Viglia, *University of Portsmouth, UK*
Gopal Das, *Indian Institute of Management Bangalore, India*
Wan-Hsiu Sunny Tsai, *University of Miami, USA*
Iryna Pentina, *University of Toledo, USA*

Submission Deadline: February 1, 2023

The expansion of various social and cultural norms across identity categories such as race, gender, sexuality, physicality and ability underscore the need of “inclusive” advertising that can appeal to individuals who resonate with diverse and changing demographic and psychographic groups (Lisandru and Cui, 2018). Lack of understanding of and respect for diversity can lead to detrimental effects on consumer wellbeing, such as marginalization, identity or stereotype threats (Henderson and Rank-Christman, 2016). Given the longstanding criticism of invisibility and stereotyping of minorities in advertising, as well as the recent controversies surrounding “woke advertising” as exploiting diversity and inclusion movements, it is crucial for research to provide theoretical and strategic insights on advertising inclusivity, or lack thereof, to understand the social and cultural impacts of advertising.

Diversity in advertising has been examined through various aspects (e.g., gender roles, cultural identity, political ideology, religious and spiritual appeals; Eisend, 2019; Milfeld, Haley and Flint, 2021; Northey et al., 2020; Waller and Casidy, 2021) for developing more personalized advertising. However, recent studies suggest that advertising messages featuring ethnic and religious minority brand endorsers (Rößner, Gvili and Eisend, 2021), as well as ads targeting African Americans and older consumers (Franklin, 2014; Rosenthal et al., 2021) fail to meaningfully engage with these communities. Similarly, people with disabilities remain largely absent in advertising representations (Timke, 2019). Recent years have witnessed an increase of ads promoting diversity and inclusion (e.g., The Financial Express, 2022; CU Boulder Today, 2022) that may break existing boundaries. At the same time, recent industry surveys suggest that almost half of the interviewed American consumers (42%) strongly care about inclusivity in advertising and may boycott brands that fail to represent diversity (Statista, 2021). Furthermore, research shows that consumers who feel alienated or marginalized from brands can experience threats to their wellbeing (e.g., Kipnis et al., 2021). Therefore, research on inclusivity in advertising and on how to develop advertising for a diverse world is extremely needed both for the benefit of consumer wellbeing and for that of brand performance and reputation.

Recognizing diversity in advertising can elicit varied responses from different consumers (e.g., Choi et al., 2020; Taneja, 2020), this special section aims at addressing inclusive advertising by encouraging research related to the following areas:

- Exploring the relationship between inclusive advertising and consumer well-being
- Examining factors driving the effectiveness of inclusive advertising campaigns and the associated boundary conditions (e.g., consumer self-identification, personality, product involvement)
- Conceptualizing diversity, equity, and inclusion in the media, advertising, public relations, and marketing industries, especially in relation to how agencies help connect advertisers and diverse market segments
- Identifying effective strategies to communicate inclusivity in advertising to engage with both minority and majority consumers
- Highlighting the varied needs, concerns, and experiences of different minority groups in relation to inclusive or niche-targeted advertising
- Proposing new methodologies to explore under-researched, marginalized consumer groups' advertising responses, consumption patterns, and brand relationships
- Addressing the social, ethical, and political implications of artificial intelligence-powered advertising personalization in enabling or hindering advertising inclusivity

- Discussing the power dynamics between advertisers, digital media intermediaries, and consumer activists in promoting, negotiating, or resisting diversity and inclusivity movements via advertising.
- Investigating the impacts of “black swan” events (e.g., COVID pandemic) and other sociopolitical forces in a specific cultural context (e.g., recent legalization of same-sex marriage in Chile) on the implementation of and consumer response to inclusive advertising

Submission Guidelines

Submissions should follow the manuscript format guidelines for *JA* found at <http://www.tandfonline.com/toc/ujoa20/current>. The word count should be 12,000 words maximum (including references, tables, figures, etc.).

Submission deadline: February 1, 2023

All manuscripts should be submitted through the *JA* ScholarOne System at <http://mc.manuscriptcentral.com/ujoa>, during **January 15 – February 1, 2023**. Authors should select “SPECIAL SECTION: Inclusive Advertising for a Better World” as “Manuscript Type.” Please also note in the cover letter that the submission is for the Special Section on Inclusive Advertising for a Better World.

- All articles will undergo blind peer review by at least two reviewers.
- Authors will be notified no later than **March 2023** on the preliminary decision over their manuscript for the next round of review.
- The anticipated date for publication of the Special Section is **October/December 2023**.

Any questions about the Special Section can be sent to the guest editors at JAinclusive@gmail.com

References

- Choi, H., Yoo, K., Reichert, T., & Northup, T. 2020. “Feminism and Advertising: Responses To Sexual Ads Featuring Women: How the Differential Influence of Feminist Perspectives Can Inform Targeting Strategies.” *Journal of Advertising Research* 60 (2): 163-178.
- CU Boulder Today. 2022. “Diversity And Inclusion At The Oscars With Ernesto Acevedo-Munoz”. Available at <https://www.colorado.edu/today/2022/03/14/diversity-and-inclusion-oscars-ernesto-acevedo-munoz>.
- Eisend, M. 2019. “Gender roles.” *Journal of Advertising* 48 (1): 72-80.
- Franklin, E. 2014. “Are You Reaching the Black-American Consumer? How the Rise of US Multiculturalism Ended up Sending Mixed Marketing Messages.” *Journal of Advertising Research* 54 (3): 259–62.
- Henderson, G.R., and Rank-Christman, T. 2016. “Diversity and consumer behavior.” *Current Opinion in Psychology* 10: 148-153.
- Kipnis, E., et al. 2021. “Institutionalizing Diversity-and-Inclusion-Engaged Marketing for Multicultural Marketplace Well-Being.” *Journal of Public Policy & Marketing* 40 (2): 143-164.
- Licsandru, T.C., and Cui C. 2018. “Subjective social inclusion: A conceptual critique for socially inclusive marketing.” *Journal of Business Research* 82: 330-339.
- Milfeld, T., Haley, E., & Flint, D. J. 2021. “A Fresh Start for Stigmatized Groups: The Effect of Cultural Identity Mindset Framing in Brand Advertising.” *Journal of Advertising* 50 (5): 603-621.
- Northey, G., Dolan, R., Etheridge, J., Septianto, F., & Van Esch, P. 2020. “LGBTQ imagery in advertising: how viewers' political ideology shapes their emotional response to gender and sexuality in advertisements.” *Journal of Advertising Research* 60 (2): 222-236.
- Rößner, A., Gvili, Y., and Eisend, M. 2021. “Explaining Consumer Responses to Ethnic and Religious Minorities in Advertising: The Case of Israel and Germany.” *Journal of Advertising* 50 (4): 391-407.
- Rosenthal, B., Cardoso, F. and Abdalla, C. 2021. “(Mis) Representations of older consumers in advertising: stigma and inadequacy in ageing societies.” *Journal of Marketing Management* 37 (5-6): 569-593.
- Statista, 2021 <https://www.statista.com/topics/7118/diversity-and-inclusion-in-advertising-in-the-us/#topicHeaderwrapper>
- Taneja, H. 2020. “The myth of targeting small, but loyal niche audiences: double-jeopardy effects in digital-media consumption.” *Journal of Advertising Research* 60 (3): 239-250.

The Financial Express. 2022. "Fashion positive: Fashion houses are now pushing for more diversity and inclusiveness in their shows, campaigns." Available at: <https://www.financialexpress.com/lifestyle/fashion-positive-fashion-houses-are-now-pushing-for-more-diversity-and-inclusiveness-in-their-shows-campaigns/2465354/> [Accessed 15 April 2022].

Timke, E. 2019. "Disability and advertising." *Advertising & Society Quarterly* 20 (3).

Waller, D. S., & Casidy, R. 2021. "Religion, Spirituality, and Advertising." *Journal of Advertising* 50 (4): 349-353.

Guest Editors

Giampaolo Viglia

Professor in Marketing

University of Portsmouth - University of Aosta

giampaolo.viglia@port.ac.uk

Gopal Das

Associate Professor in Marketing

Indian Institute of Management Bangalore

gopal.das@iimb.ac.in

Wan-Hsiu Sunny Tsai

Professor in Strategic Communication

University of Miami

wanhsiu@miami.edu

Iryna Pentina

Professor in Marketing

University of Toledo

Iryna.Pentina@UToledo.edu

Dr. Giampaolo Viglia is Professor in Marketing at the University of Portsmouth, UK, and at the University of Aosta, Italy. He published in a number of international journals, such as *Journal of the Academy of Marketing Science*, *Journal of Advertising*, *Journal of Retailing*, *Journal of Service Research*, and *International Journal of Research in Marketing*. He is currently the Editor-in-Chief of *Psychology & Marketing*.

Dr. Gopal Das is an Associate Professor in the Marketing Area at the Indian Institute of Management Bangalore. He published in journals such as *Journal of the Academy of Marketing Science* and *International Journal of Research in Marketing*. He is an Associate Editor for few journals including *Psychology & Marketing*.

Dr. Wan-Hsiu Sunny Tsai is a Professor in Strategic Communication at the University of Miami. Her work has been published in a number of international journals, such as *Journal of Advertising*, *International Journal of Advertising*, *Journal of Public Relations Research*, *Journal of Global Marketing*, *Consumption Markets and Culture*, *Journal of International Consumer Marketing*.

Dr. Pentina is a Professor of Marketing at the University of Toledo. She has authored over 100 scientific publications and taught classes in over 15 marketing subjects. Dr. Pentina is a Fulbright Research Scholar and a Fulbright Specialist. She is an Editorial Board member of the *Journal of Advertising*, *Journal of Interactive Advertising* and *International Journal of Bank Marketing*. ~~AA~~

Announcements (Call for Papers)

Journal of Interactive Advertising **Special Issue Article Collection on Brand Activism on Digital and Interactive Media**

Guest Editors

Hye Jin Yoon, *University of Georgia, USA*

Kacy Kim, *Bryant University, USA*

Submission Deadline: July 31, 2023

Dear AAA Members,

We are excited to share the CFP for a *Journal of Interactive Advertising* special issue article collection on Brand Activism in Digital and Interactive Media. Brand activism is when brands actively take a stand, generally on a divisive social, political, environmental, or economic issue. Interactive and digital media has become an essential vehicle for brand activism. P&G's Always #LikeAGirl, Patagonia's Patagonia Action Works, and Nike's #YouCantStopOurVoice are examples of brand activism on digital and interactive media. The interdependent relationship between brand activism and interactive media has been explored in recent research, such as exploring online conversations to identify the dimensions of woke brand activism authenticity, examining video responses and audience interactions to brand activism campaigns, and testing the effects of brands' replies on social media to consumer backlash to brand activism. However, more needs to be done on theoretical, empirical, and critical levels. This special issue of JIA aims to seek research to understand the continuously evolving relationship between brand activism and interactive media. Research focusing on any form of brand activism on digital and interactive media is welcome.

Potential research topics may include, but are not limited to:

- The presence and effects of brands utilizing digital and interactive media to activate their brand activism messaging (e.g., social media, websites, blogs, vlogs, display advertising, mobile, augmented reality, virtual reality, holograms, video sharing, video streaming, video games, podcasts, webinars, chatbots, artificial intelligence, social media influencers)
- Brand activism influencing online public sentiment and reactions
- Brand activism on digital media affecting real change offline
- Brand activism integrated marketing communications campaigns utilizing a mix of online and offline media
- Success and failure cases of brand activism utilizing digital and interactive media
- Authentic brand activism leading to consumer brand evangelizing and "boycotting" online
- Inauthentic brand activism ("woke-washing" and tone-deaf activism) leading consumer brand shaming and boycotts online
- Brand activism or lack of brand activism leading to consumer hashtag campaigns
- Online communities that form for or against a brand's activism
- Parody and spoof of brand activism on digital and interactive media, its presence, and effects
- eWOM of brand activism
- Digital and technology brands, companies, and services engaging in brand activism

Full-length and Rapid Communication manuscripts are welcome.

Publication schedule: Accepted articles for this Special Issue Article Collection will be published in JIA's first available regular issue (i.e., rolling publication); the articles will also be added to a Special Issue Article Collection page upon publication, along with an introduction and editorial from the guest editors.

Submission deadline: July 31, 2023.


Special Issue Guest Editors

Hye Jin Yoon, *University of Georgia, USA*

Kacy Kim, *Bryant University, USA*

For more information, please visit <https://bit.ly/3KupXDD>

Please share this call with anyone who might be interested. Email hjyoon@uga.edu or kkim2@bryant.edu for any questions.

We look forward to receiving your submissions! 

Announcements (Call for Papers)

Public Relations Review

Special Section on Computational Strategic Communication Research in a Data-Driven World

Guest Editors

Alvin Zhou, *University of Minnesota, USA*

Toni G.L.A. van der Meer, *University of Amsterdam, Netherlands*

Submission Deadline: December 15, 2022

Rationale:

Strategic communication scholarship is at a crossroad where its foundational theories and concepts are contested by digitalization (e.g., Lock, 2019; Zhou & Xu, 2021), its research and practices transformed by big data and communication technologies (e.g., Brockhaus et al., 2022; Leonardi & Treem, 2020; van Zoonen & van der Meer, 2016), and its prior focus on latent variables and psychological outcomes questioned by the emphasis on real-world behavioral impact (e.g., Coombs & Holladay, 2015; Rains, 2020). Many of these challenges have emerged as the world became increasingly data-driven. Concurrently, a variety of tools recently developed in computational social science show promise in helping researchers face these challenges.

Over the past decade, computational social science has influenced a generation of communication scholars, enabling them to use novel methodological tools and open research protocols to study social phenomena with more precision and transparency (Lazer et al., 2009, 2020). Computational communication research is more than a data revolution (Hilbert et al., 2019) or the adoption of programming tools (van Atteveldt & Peng, 2018). Computational communication has informed new investigation procedures and improved research rigor, such as the shift to behavioral trace data (e.g., geographic information system, administrative datasets, boyd & Crawford, 2012), the adherence to open science (e.g., replication, pre-registration, Dienlin et al., 2021), and the identification of causality with web experiments and simulations (Hilbert et al., 2019).

Institutionalization of computational social science in communication research has occurred across the globe, with departments assembling computational communication research groups, the International Communication Association (ICA) establishing its Computational Methods Division, and hiring committees eyeing for new-generation communication scientists that excel in data analytics.

However, the institutionalization of computational social science in communication science is nothing but equally applied to its subfields. With multiple special issues dedicated to areas such as political communication, journalism, and media psychology (e.g., Dienlin et al., 2021; Gil de Zúñiga & Diehl, 2017; Hilbert et al., 2019; Parks, 2014; Shah, et al., 2015; Theocharis & Jungherr, 2021), institutionalization of computational methods in other fields have received less attention (c.f., Huh & Malthouse, 2020).

This special section aims to correct the course and establish a stronger connection between two terms — *computational* and *strategic* — in communication research. We argued that computational methods are particularly useful to gain a more detailed understanding of processes of strategic communication and its effects on stakeholders, publics, organizations, and societies (e.g., van der Meer, 2018; Zhou, 2019). This Special Section of *Public Relations Review* solicits articles that employ tools, protocols, and data associated with computational social science and address pressing research questions for strategic communication. With both terms broadly defined, the special section will provide a forum for scholars from various research fields to showcase the potential of computation for strategic communication research. Questions guiding submissions include, but are not limited to:

1. How can researchers employ computational pipelines and use behavioral trace and big data to digitalize measures, constructs, and variables used in strategic communication?
2. How can computational methods be employed to test, extend, challenge, and build theories in strategic communication?
3. What are the ethical, social, and political implications of computational tools for the practice of strategic communication in the field?

Submission Guidelines:

We invite original submissions that employ computational methods to advance theories and inform practices in strategic communication. We define both terms — computational methods and strategic communication — broadly.

The Special Section is interested in article that apply computational methods including not only unsupervised and supervised machine learning, multi-modality big data (text, audio, video), simulation, network science, agent-based modeling, computer vision, but also research protocols that are enabled by computational pipelines, such as web experiment, strategic games, crowdsourcing, digital trace data, and data donation. Strategic communication includes topics such as public relations, advertising, organizational/group communication, science/health/risk communication, promotional campaigns, crisis management, public diplomacy, and community engagement. The special section aims to present a variety of computational methods and data sources, as well as a diverse representation of research fields that are dedicated to the study of strategic communication. A list of exemplary computational strategic communication studies is provided for references.

All submissions are encouraged to include an open science statement, and if applicable, a digital repository for replication materials and a pre-registration link. Priorities will be made to submissions that fulfill one or more of the following criteria:

1. Go beyond descriptions of big data and case studies to advance theories and inform practices in strategic communication.
2. Consist of multiple thematically connected studies that present a cohesive argument and consider a variety of validity issues.
3. Use a combination of state-of-the-art computational tools and data sources (e.g., agent-based modeling, web experiments, BERT, image/video as data, digital trace).
4. Explicate casualties using experimental or quasi-experimental designs.
5. Have broader implications to other subfields within strategic communication.

Submission Information:

Letter of inquiry should be submitted through email to co-editors (Alvin Zhou, alvinxyz@umn.edu; Toni G.L.A. van der Meer, G.L.A.vanderMeer@uva.nl) no later than December 15, 2022, Anywhere on Earth.

Submissions should be approximately 1,500 words, excluding references, tables, figures, and appendix. Submissions should contain three sections. The **introduction section** should position the submission in a specific area of strategic communication research, articulate its theoretical and practical relevance, and present research questions and hypotheses. The **method and design section** should clearly and transparently communicate data sources, employed methods, research designs, and feasibility of the study. The **implication section** should concisely discuss the submission's wider implications for the broader area of strategic communication and its connection with previous literature. Authors are encouraged to include statements on their open science practices in the letter of inquiry.

Contributors will be informed of decisions on their letters of inquiry by January 31, 2023. Selected contributors are encouraged to submit their full papers due May 1, 2023. Full papers should adhere to *Public Relations Review*'s submission guidelines and will go through double-blinded peer review. The special section will be published in late 2023. All other questions should be directed to the Guest Editors.

About *Public Relations Review*:

The *Public Relations Review* (SSCI-Communication Q1, 2Y Impact Factor 4.636, 5Y Impact Factor 4.467) is the oldest journal devoted to articles that examine public relations and strategic communication in depth, and commentaries by specialists in the field. Most of the articles are based on empirical research undertaken by professionals and academics in the field.

References: Please click the link to access the full reference list - <https://z.umn.edu/compstrat> 

Announcements (Call for Papers)

***Journal of Advertising Research* Special Section on Prosocial Advertising Messages**

Guest Editor

Marla Royne Stafford, *University of Nevada-Las Vegas*

Submission Deadline: May 8, 2023

Prosocial behaviors are generally considered voluntary actions intended to help or benefit other individuals or groups of individuals. These actions are generally preceded by intentions that may be generated through a range of prosocial messages communicated via a range of channels, including advertising. Prosocial messaging has moved to the forefront today, prompted by key societal issues related to climate change, public health, mental health, suicide prevention, and people's overall well-being, and by a post-Covid environment that has further exposed widening inequalities with respect to gender, race, and wealth. Many for-profit firms are adopting prosocial causes and missions that often are featured prominently in their advertising.

In the midst of our societal challenges, advertising has a responsibility to communicate messages which provide consumers information they can use to make smart decisions. Yet, research has found that not all advertising helps consumers (Gilbert *et al*, 2021), but, instead, it can actually harm them.

This special issue of *JAR* seeks manuscripts specifically on prosocial advertising messages, with the goal of publishing a set of papers with insights and actionable recommendations that can be implemented to help generate positive decisions and behaviors.

Submissions are welcome on an ongoing basis up to May 8, 2023.

The following is an indicative, but not exhaustive, list of possible areas for submissions:

- Understanding and developing advertising's role in alleviating poverty, and in bridging racial and economic divides
- Understanding advertising's role in developing public policy that has implications for societal issues
- Creating messages that have an impact of individual behavior that can affect such topics as climate change and mental health
- Developing campaigns that reduce public stigma in potentially biased situations such as gender, racial, sexual identity, and mental or physical health related biases
- Testing a range of theoretically sound communication strategies to support eco-friendly behaviors
- Utilizing new technologies (e.g., AI, VR, neuromarketing) to create effective advertising strategies to engage consumers in a range of prosocial behaviors
- Cross-media synergies in creating effective advertising campaigns across a range of prosocial behaviors
- Challenges faced in prosocial advertising in the face of attribution and a multi-screen world
- The role of social media in prosocial advertising messages
- Developing advertising messages with both short-term and long-term effects
- Health-related messages that have a positive effect on consumer's decision-making and overall mental and physical well-being
- Understanding cultural factors that may play a role in prosocial messages
- A comparison of which media play a more effective role in producing more effective prosocial messages
- How emotional appeals play a role in the effectiveness of prosocial advertising

We are looking for immediately actionable research findings, and as a result there is preference for submissions that include empirical data (i.e., quantitative, qualitative, or mixed). Conceptual submissions are encouraged only if they contribute major advancements relevant to advertising practice. Given our strong industry readership, please place particular emphasis on practitioner implications of the research findings.

The length for *JAR* submissions is 7,000 words, excluding references. Authors are encouraged to make use of online appendices for material useful, but not central, to the paper. Submission guidelines can be found [here](#).

The special section editor is Dr. Marla Royne Stafford (marla.stafford@unlv.edu) at the Lee Business School at the University of Nevada-Las Vegas. Papers should be submitted via the *JAR*'s [Editorial Manager online platform](#). 

Announcements (Call for Papers)

Journal of Advertising Research **Special Section on Insights for Advertisers on Immersive Technologies:** **The Future of Advertising Using VR, AR and the Metaverse**

Guest Editors

Kirsten Cowan, *University of Edinburgh, UK*

Ana Javornik, *University of Bristol, UK*

Kirk Plangger, *King's College London, UK*

Submission Deadline: July 3, 2023

Immersive technologies that are creating extended realities (XR) — *i.e.*, augmented reality (AR), virtual reality (VR) and mixed realities (MR) — are currently seen as increasingly important elements of advertisers' promotional campaigns to connect with existing and potential customers. Moreover, a continuously stronger integration of immersive technologies with the physical world is giving rise to the metaverse, outlined by Mark Zuckerberg as the future of social media (see <https://youtu.be/Rncz85tVt5I>). Although a fully immersive and integrated metaverse has yet to be realized, we are observing numerous predecessors, such as collaborative virtual environments and various touchpoints in which consumers connect the physical reality with the virtual one. These developments have tremendous implications for marketers and advertisers; recent research has highlighted the power of these technologies to affect advertisement recall, attitudes, and purchase intentions.

Effectively deploying immersive technologies within marketing and communication strategies remains a challenge. First, there is a limited knowledge about how to use specific technologies or combinations of technologies to achieve different promotional objectives. XR applications vary from the very simple forms (*e.g.*, 360 degree images on Facebook) to the more complex (*e.g.*, Cave Automatic Virtual Environment [CAVE]), used in popular digitally augmented simulations such as "Van Gogh: The Immersive Experience." And although there is some fragmented research on these technologies, relevant insights for advertisers are scarce.

Second, much of the scholarship that investigates AR and VR applications in advertising and marketing remains siloed, thus failing to account for the potential to combine them in complementary ways. Existing research that explores virtual worlds offers an incomplete perspective of the potential value of the envisioned metaverse, leaving advertising practitioners and scholars to grapple with key questions. Among them: How can the strategic implementation and integration of immersive technologies impact consumers' attitudes and behaviors? Third, given that these research areas are in their infancy, advertisers have limited understanding about how these technologies can be combined with traditional communication channels to create consumer, company, and social value. As consumers do not experience immersive technologies as a single touchpoint but rather as part of an integrated interaction with other communications, advertisers need further insights into how the immersive technologies fit into the traditional promotional mix.

Building on recent contributions focused on marketing applications of immersive technologies (*e.g.*, *JBR: Virtual Reality in Marketing*; *P&M: Disrupting Marketing Realities*), this special issue of *JAR* aims to inspire investigation into the future of advertising applications within immersive technologies. Moreover, the Guest Editorial Team encourages submissions that focus on the integration of various channels or technologies with immersive technologies, such as various forms of XR or even XR with other media.

Submissions are welcome on an ongoing basis up to July 3, 2023.

We suggest the following topics but are welcome to other relevant advertising focuses within the theme of the special section:

- Identifying cognitive processes triggered by immersive technologies, leading to increased advertising recall.
- Understanding, creating, and influencing consumer persuasion through integrating two or more immersive technologies.

- Evaluating the potential of mixing social media with various immersive technologies to change attitudes, behaviors, or customer relationships.
- Examining how spatial-, social-, or self-presence affects the consumer experience and engagement with immersive advertisements.
- Investigating sensory simulation methods that communicate non-audiovisual sensory information (e.g., smells, textures, temperatures, tastes) using immersive technologies leading to enhanced consumer experiences and increased advertising engagement.
- Assessing how the ability to personalize avatars within immersive advertising affects consumers' attention, attitude formation, and behavior.
- Mapping the consequences of consumer interactions with advertising-centered content in immersive technologies, also in relation to future interactions with non-immersive advertising.
- Developing effective methods of how advertising can be embedded within immersive games to optimize consumer outcomes.
- Identifying the "new rules of engagement" in collaborative virtual environments, where content is frequently co-created among the online community members.
- Investigating strategic advertising approaches to address challenges posed by immersive technologies in managing privacy concerns, dealing with social equality and fairness, and addressing harassment, and bullying.
- Exploring best practices to manage the consumer data captured with immersive technologies (e.g., within the virtual spaces — text, image capture, video capture, body movement or outside of the virtual spaces — bodily movement, neurological measures).
- Charting how advertisers can be ready for the metaverse as it develops, and forecasting how this will impact persuasion tactics and brand-consumer relationships.
- Analyzing the transformative potential of advertising to leverage immersive technologies to create, deliver, and enhance experiential events, such as tradeshow or concerts.


We are looking for immediately actionable research findings, and as a result there is preference for submissions that include empirical data (*i.e.*, quantitative, qualitative, or mixed). Conceptual submissions are encouraged only if they contribute major advancements relevant to advertising practice. Given our strong industry readership, please place particular emphasis on practitioner implications of the research findings.

The length for *JAR* submissions is 7,000 words, excluding references. Authors are encouraged to make use of online appendices for material useful, but not central, to the paper. Submission guidelines can be found [here](#).

The special section editors are Kirsten Cowan (kirsten.cowan@ed.ac.uk), University of Edinburgh, Ana Javornik (ana.javornik@bristol.ac.uk), University of Bristol, and Kirk Plangger (kirk.plangger@kcl.ac.uk), King's College London. Papers should be submitted via the *JAR*'s [Editorial Manager online platform](#).

Sample References:

- Ahn, S. J., & Bailenson, J. N. (2011). Self-Endorsing versus Other-Endorsing in Virtual Environments. *Journal of Advertising*, 40(2), 93-106.
- Campbell, C., Plangger, K., Sands, S., & Kietzmann, J. (2022). Preparing for an Era of Deepfakes and AI-Generated Ads: A Framework for Understanding Responses to Manipulated Advertising. *Journal of Advertising*, 51(1), 22-38.
- Campbell, C., Sands, S., Montecchi, M., & Jensen Schau, H. (2022). That's So Instagrammable! Understanding How Environments Generate Indirect Advertising by Cueing Consumer-Generated Content. *Journal of Advertising*, 1-19.
- Cowan, K., Javornik, A., and Jiang, P. (2021). Privacy Concerns When Using Augmented Reality Face Filters? Explaining Why and When Users Avoid Use. *Psychology & Marketing*, 1-15.
- Cowan, K. & Ketron, S. (2019). A Dual Model of Product Involvement for Effective Virtual Reality: The Roles of Imagination, Co-creation, Telepresence, and Interactivity. *Journal of Business Research*, 100, 483-492.
- Cowan, K. & Ketron, S. (2019). Prioritizing Marketing Research in Virtual Reality: Development of an Immersion/Fantasy Typology. *European Journal of Marketing*, 53(8), 1585-1611.

- Cowan, K., Spielmann, N., Horn, E., & Griffart, C. (2020). Perception is Reality... Haptic Factors and Digital Engagement. *Journal of Business Research*, 120, 529-538.
- De Ruyter, K., Heller, J., Hilken, T., Chylinski, M., Keeling, D. I., & Mahr, D. (2020). Seeing with the Customer's Eye: Exploring the Challenges and Opportunities of AR Advertising. *Journal of Advertising*, 49(2), 109-124.
- De Regt, A., Barnes, S. J., & Plangger, K. (2020). The Virtual Reality Value Chain. *Business Horizons*, 63(6), 737-748.
- De Regt, A., Plangger, K., & Barnes, S. J. (2021). Virtual Reality Marketing and Customer Advocacy: Transforming Experiences from Story-telling to Story-doing. *Journal of Business Research*, 136, 513-522.
- Javornik, A., Duffy, K., Rokka, J., Scholz, J., Nobbs, K., Anisa, M., & Adriana, G. (2021). Strategic Approaches to Augmented Reality Deployment by Luxury Brands. *Journal of Business Research*, 136, 284-292.
- Petit, O., Javornik, A., & Velasco, C. (2022). We Eat First with Our (Digital) Eyes: Enhancing Mental Simulation of Eating Experiences via Visual-Enabling Technologies. *Journal of Retailing*. <https://doi.org/10.1016/j.jretai.2021.04.003>
- Spielmann, N., & Orth, U. R. (2021). Can Advertisers Overcome Consumer Qualms with Virtual Reality? Increasing Operational Transparency through Self-Guided 360-Degree Tours. *Journal of Advertising Research*, 61(2), 147-163. 

Announcements (Call for Papers)



The 27th International Conference on Corporate and Marketing Communications

*Building a Successful Digital Communication Strategy:
Towards Delivering a Seamless Customer Experience.*

Dates: 3rd - 4th April 2023

Hosted by Cranfield University, School of Management, UK

[CMC2023 website](#) , Conference contact e-mail address: CMC2023@cranfield.ac.uk

Submission Deadline: January 7, 2023

Call For Papers:

Digital transformation is forcing companies to change their business models and communication strategies to adapt to the new market reality. Interestingly, this change is being driven by customers and not by companies. More specifically, customers expect relevant content in relation with what they are doing at any point of time and anywhere they are, in a format appropriate for their own device. Thus, it is the customer's journey that dictates corporate communication strategy. To keep up with this new kind of "always connected" customer, businesses must embrace technology to deliver an unmatched customer experience.

Accordingly, organizations are increasing their investments in technologies that can boost customer experience. However, identifying the appropriate communication medium and impactful stimuli, while achieving a payoff from these technology investments — in terms of both customer experience and financial returns — remains a work in progress.

The 27th International Conference on Corporate and Marketing Communications (CMC) is for academic researchers and educators as well as practitioners who seek to promote and advance their knowledge in the domains of corporate and marketing communications, brands, and branding.

Conference Chairs

Dr Marwa Tourky

BSc (Hons), MRes (Hon), PhD,
PGCert, FHE
Associate Professor of Marketing and Brand
Management
Programme Director of MSc Strategic Marketing
email: M.Tourky@cranfield.ac.uk

Professor Vasilis Theoharakis

BEng MSc MBA PhD
Professor of Strategic Marketing
Director of Centre for Strategic Marketing and Sales
email: V.Theoharakis@cranfield.ac.uk

Submission Guidelines:

The 27th International Conference on Corporate and Marketing Communications conference will consider both theoretical and empirical papers, working papers, and extended abstracts for review, and ideas for special session proposals would be welcomed.

An electronic copy in Microsoft Word should be sent to conference e-mail address CMC2023@cranfield.ac.uk no later than 7 January 2023. The submitted papers will be reviewed by the Committee of the conference.

Prizes and Awards:

Prizes will be awarded for the best competitive paper, the best working paper, and Professor Don Schultz best paper award, as judged by a panel of experts. The best competitive paper will receive automatic acceptance by the Journal of Marketing Communications, subject to requested editorial changes. Successful authors will present their papers at the conference and all competitive papers accepted for the conference will be reviewed by the Editor for consideration to be submitted to the Journal of Marketing Communications (JMC).

Upon acceptance, the authors agree the following:

1. to return the manuscript (abstract) in correct format and time to be included in the conference proceedings,
2. at least one author will present the manuscript at the conference and will register (by 10 March 2023) and
3. in case that an author presents more than one manuscript, each manuscript will require the registration of a different co-author.

For more information on submission guidelines, click [here](#). For Conference tracks, click [here](#).

Key Dates:

Paper submission opens: Immediately

Deadline for paper submission: 7 January 2023

Feedback to authors: 28 February 2023

Early bird registration: Now open

Deadline for early bird registration: 10 March 2023

Deadline for conference registration: 3 April 2023

Fees:

- Early registration fee (by 10 March 2023)

Presenter - £450 , Non-Presenter - £500, Ph.D. student - £250

- Late registration fee (by 3 April 2023)

Presenter - £550, Non-Presenter - £600, Ph.D. student - £300

Guest Speakers, more information [here](#)



Dr Demetrios Vakratsas
Associate Professor and Area
Coordinator, Marketing McGill's
Faculty of Management, USA



Sharon Whale
Deputy Group Chief Executive
Officer, Oliver and The Inside
Ideas Group, UK



Professor Chris Hackley
Professor of Marketing,
Royal Holloway University of
London, UK 

Announcements (Call for EAA Award Nominations)



EAA Flemming Hansen Award 2023

Nomination Deadline: April 1, 2023

The European Advertising Academy (EAA) is seeking nominations for the Flemming Hansen Award 2023. This long-term impact award honors an advertising scholar who has made outstanding contributions to distinguished scholarship in the field of advertising research. Specifically, the EAA will recognize an author of several publications that achieved significant impact in the field of advertising. The 2023 recipient will be announced at the Gala Dinner of the 21th International Conference on Research in Advertising (ICORIA).

The EAA will consider self-nomination as well as nomination by another person or organization. All nominees will be considered against the same criteria. Please send nominations and any questions related to this award to the EAA Award Manager, Tobias Langner, at langner@wiwi.uni-wuppertal.de. Include the candidate's CV with the nomination letter which should describe significant contributions to distinguished scholarship in advertising research made by the nominee (maximum one page).

Nominations for the 2023 award must be received by April 1, 2023. 

Announcements (ANA Educational Foundation)



MADE Internship Program – Application Open Until January 27!

The Marketing and Advertising Education (MADE) internship is a development program for students interested in becoming the future leaders of the marketing and advertising industry. The MADE internship places upperclassmen in an intern program at one of more than 85 marketing, advertising, or media companies nationwide.

Positioned as the “common app” for internships, this paid program is designed to provide students with the skills, mentors, and training that will help them thrive in the industry. Applications are reviewed on a rolling basis so encourage your students to apply now!

Learn more at aef.com/made-students/

Visiting Professor Program (VPP) – 2023 Application Open

The VPP enhances professors’ understanding of current practices and developments in advertising and marketing to inform your teaching and research. The curriculum will focus on the broader themes of Society & Sustainability, Brand & Creativity, Data & Technology, and Talent & DEI. The 2023 VPP will take place the week of June 5 offering both in-person and virtual options. Application deadline is March 3rd!

Learn more at aef.com/vpp-fact-sheet/

AEF’s Original Talent Research

How will the marketers and advertising agencies of the future attract and retain the kind of diverse talent they need to lead? How will academic institutions better adapt and prepare students for careers in a rapidly transforming business world? AEF explored these challenges from the perspective of the hiring companies, the academic community, and the students.

Learn more at aef.com/talent-research/ 

Announcements (Job)



Department of Advertising & Public Relations

*Grady College of Journalism
and Mass Communication*

UNIVERSITY OF GEORGIA

Faculty Position

Karen W. and Daniel J. King Distinguished Professor in Advertising

The Department of Advertising and Public Relations (AdPR) in the Henry W. Grady College of Journalism and Mass Communication at the University of Georgia invites applications for one tenured position in Advertising as the Karen W. and Daniel J. King Distinguished Professor in Advertising to begin August 2023.

Joining the AdPR Department at Grady College means being part of a dynamic program at a Research 1 university with an award-winning faculty, high-achieving students, many industry partners, along with the Center for Health and Risk Communication, a virtual reality lab, a social media monitoring lab, a psychophysiology lab, and several faculty-led research groups working on interdisciplinary research projects. The proximity to metropolitan Atlanta, a major media market and technology community, is a plus. Grady College recognizes that diversity empowers excellence in our core missions of teaching, research and service and that it is supported by actively ensuring underrepresented voices are heard and varied experiences are valued.

Academic Rank/Salary

The hiring rank will be [Associate or Full Professor](#). Salary will be commensurate with the candidate's qualifications and experience. UGA offers many benefits, including those offered to qualified employees through the Family & Medical Leave Act.

Job Responsibilities

The successful candidate will teach two courses a semester from a range of undergraduate and graduate courses in advertising and related topics such as media strategy and activation, digital advertising, social media analytics, advertising research/brand planning, advertising management, and/or campaigns. They will also conduct a rigorous research program in advertising and continue to lead their international reputation for their work, as well as provide service to the department, college, and university through performance on committees and graduate student supervision.

Required Qualifications

The person named should be qualified for tenure on appointment at the full professor level. A distinguished associate professor may also be considered, for the first recipient of the Distinguished Professorship, with approval from the Provost. The hiring rank will be [Associate or Full Professor](#). For information about the requirements for the ranks, please see the [UGA Guidelines for Appointment, Promotion and Tenure](#) as well as the [Grady College Guidelines for Promotion and Tenure](#). To be eligible for tenure upon appointment, candidates must currently be appointed as full professor, have been tenured at a prior institution, and bring a demonstrably national reputation to the institution. Candidates must be approved for tenure upon appointment before hire.

Relevant/Preferred Qualifications

Candidates should have a track record of a committed research focus in advertising and an outstanding record in externally funded research and/or scholarly advertising publications. Candidates should have a teaching and research concentration in and commitment to advertising as an academic enterprise. A successful candidate will have a thorough grounding in theory, research, and practice as well as the ability and commitment to mentor, develop and direct a diverse group of graduate students.

Application Deadline

Applications received by December 9, 2022 will be fully considered. Review of applications will continue until the position is filled. Applicants should submit a letter of application, a curriculum vita, and the names, addresses and phone numbers of three references to: <https://www.ugajobsearch.com/postings/286915>.


Applicants should direct questions to Dr. Jooyoung Kim, King Professorship Search Committee Chair, at jykim@uga.edu.

About the Department, College, and University

Learn more about the Department of Advertising and Public Relations, a top-ranked program, and the Grady College at www.grady.uga.edu. Georgia is well known for its quality of life, and for outdoor, urban, cultural and arts activities (www.exploregeorgia.org). Athens, the home of UGA, is consistently rated as one the nation's best college towns and is a vibrant, diverse place to live (www.visitathensga.com). The University of Georgia (www.uga.edu) is a land/sea grant institution located approximately 65 miles northeast of Atlanta, in close proximity to major media outlets, global agencies, national and international government and nonprofit organizations, Fortune 500 companies, and the world's busiest international airport.

UGA's College of Journalism and Mass Communication celebrated its 100th anniversary in 2015. The college is home to the Peabody Awards, the National Press Photographers Association (NPPA) and NPPA's Best of Photojournalism awards. In addition to its undergraduate programs, the college houses graduate programs offering M.A., M.F.A., and Ph.D. degrees. The college hosts student chapters of the Association for Women in Sports Media, the National Association of Black Journalists, NPPA, the Online News Association and the Society of Professional Journalists. Learn more about the Journalism department and the college at www.grady.uga.edu. For more information about the Sports Media Certificate program, based in the John Huland Carmical Sports Media Institute at UGA, go to sportsmediainstitute@uga.edu.

Athens, the home of UGA, is a vibrant, diverse community that is consistently rated as one of the nation's best college towns. UGA is a Research I, land grant/sea institution located 65 miles northeast of Atlanta. More information about UGA is available at www.uga.edu.

The University of Georgia is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, ethnicity, age, genetic information, disability, gender identity, sexual orientation or protected veteran status. Persons needing accommodations or assistance with the accessibility of materials related to this search are encouraged to contact Central HR (hrweb@uga.edu). 

Newsletter Advertising Policy

The AAA Newsletter carries an advertising fee for placement of ads in the Newsletter by commercial entities (e.g., publishers, etc.). The fee will range from \$50 (up to 1/2 page) to \$100 (from 1/2 page to a full page) depending on size.

As a service to AAA members, the Newsletter will continue to post job listings free of charge as well as other types of announcements such as calls for papers, academic or advertising conferences, etc. A list of organizations for which we post conference information follows: This list includes:

- ACCI – American Council on Consumer Interests
- ACR – Association for Consumer Research
- Ad Division, AEJMC (Association for Education in Journalism and Mass Communication)
- AEF – ANA Educational Foundation
- AEJ – Association of European Journalists
- AMS – Academy of Marketing Science
- AMA – American Marketing Association
- AMA SIGS – Relevant Special Interest Groups (SIGS): Advertising, Consumer Behavior, Marketing Research, Marketing and Public Policy
- APA – (Division 23 – Consumer Psychology - see SCP below);
- APA – (Division 46 - Media Psychology)
- Amer. Agri. Econ. Assoc
- EAA – European Advertising Academy
- ICA – International Communication Association
- IJA – International Journal of Advertising
- NCA – National Communication Association
- SCP – Society for Consumer Psychology (APA Division 23)
- SMA – Society for Marketing Advances

AAA members may also run a brief (1-sentence) announcement about newly released books in the Announcements section. If members wish to run larger ads or announcements about book releases, a partial or full-page ad may be purchased.

See past issues of the Newsletter for samples on other ads that have run. Contact the Editor of the Newsletter, Joonghwa Lee at joonghwa.lee@und.edu, for additional questions or comments.

Deadline for submitting ads to the AAA Newsletter

- AAA Newsletter Published on: March 1, June 1, September 1, December 1
- Ad(s) is due by: January 15, April 15, July 15, October 15 